



Fahad Islam

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• Passport # **AN1807843** with valid visa.

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Management Profile: (Hospitality)

- A dynamic and passionate professional with 20 years of extensive expertise gained within the business hospitality sector with **6+** years of experience in Gulf, 3 years in Central Asia and 10 years in Pakistan with the ability to identify business opportunities and implement effective promotional marketing activities to raise corporate profile and consolidate year on year expansion.
- My areas of specialism include (Strategic Leadership and Management, Leisure, Hospitality & Entertainment, Delivering end to end business process, implementation from the conception and strategic stage through to completion in both single and multi-unit environments.
- Hospitality, Leisure & Entertainment Management – Overseeing key quality, Human Resource and Financial Measures to secure business growth and expansion.
- Facilities & New Production Development – Managing numerous, diverse projects ranging from quality and customer experience upgrades through to major hotel construction and development projects.
- Customer Experience Delivery & Service – Focusing on KPI's such as guest satisfaction and brand culture awareness to foster loyalty and lasting relationship.
- Hold **MBA** in Marketing and **Bachelor's** degree in commerce from Punjab University, Lahore, Pakistan. Graduate in Management Development Program by TPS (Serena Hotels)
- **Certified in** Hospitality Management, Business Leadership, Management Excellence, True Leaders, Train The Trainers, Developing High Performance Brand Culture, Accountability Management, Leading Starwood, Star Guest Response, First Concern, Creating Wow Experience, Effective Communication, Fire & Safety by Starwood & CPR/First Aid King Faisal Hospital Riyadh Saudi Arabia.
- **Certified in** IT-Oracle Ecommerce, Web development, Microsoft Office Applications with additional skills in PMS Opera, Fidelio-6.10 (10) Micros, Cara Host, Fox Pro & Munshi-10.

Key Skills

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|--------------------------------|-----------------------------|-----------------------|
| • Project Management | • Quality & Standard | • Quality System |
| • Operational Management | • SOP Development | • Reporting |
| • Business Development | • Hospitality Management | • Communication |
| • Customer Relation Management | • Recruitment and Selection | • Presentation Skills |
| • Human Resource Management | • Process Improvement | • People Management |
| • Training and Development | • Resource Planning | |

Professional Experience

General Manager Hospitality – Circle Club & Hotels by Niagra Group Mar-2021 till Nov-2022
Pakistan

OVERVIEW:

General Manager Hospitality, looking after overall operations of country clubs and new hotel projects by Niagra Group in Pakistan.

RESPONSIBILITIES AND ACHIEVEMENTS:

- Responsible to develop and implement strategies for smooth and successful club/hotel operations.
- Responsible to liaison with project team and supervise pre-opening tasks of upcoming hotels in north.
- Devised & implemented Sales & Marketing plans.
- Responsible to maintain excellent and consistent guest/member satisfaction.
- Responsible for the hiring, training and discipline of all staff.
- Responsible for establishing and maintaining pro-active human resource functions to ensure employee motivation training and development.
- Ensure good safety practices of employees and guests assisting in the maintenance of proper emergency and security procedures.
- Achieved highest revenue in year 2021-2022 in hotel rooms and F&B business, Enhanced memberships from 540 to 700 family members in club with addition of 320 individuals.
- Achieved maximum guest/employees satisfaction and introduced reward program in year 2021-2022.
- Introduced green practices and worked closely with HOD's to reduce operational expenses without compromising on guest/member satisfaction.

General Manager (PRE-OPENING) Sep 2019 – Mar 2021 Millennium Hotel Islamabad, PAK

OVERVIEW:

Responsible of all pre-opening tasks and ensure successful opening of 101 rooms, 28 suites, two restaurants, 6 meeting/conference and banquet of 3000 covers.

RESPONSIBILITIES AND ACHIEVEMENTS:

- Responsible to develop and implement strategies for smooth and successful hotel operations.
- Responsible to liaison with project team and supervise pre-opening tasks and ensure timely accomplishment.
- Team hiring, Training & Development.
- Develop SOP's
- Devised & implemented Sales & Marketing plans.
- Responsible to maintain excellent and consistent guest satisfaction.
- Responsible for the hiring, training and discipline of all staff.
- Responsible for establishing and maintaining pro-active human resource functions to ensure employee motivation training and development.
- Ensure good safety practices of employees and guests assisting in the maintenance of proper emergency and security procedures.
- Achieved target of successful opening in given time period and met set business target of first three months.
- Achieved highest occupancy with best ADR in town during 4th month of operation.
- Managed to achieve best guest satisfaction index by introducing care calendar and meet/greet practices.
- Managed to achieve best employee satisfaction by introducing "We Care for You" practices and employee empowerment program.

GENERAL MANAGER PROJECT Sep 2018 – Sep 2019 ROYALTON HOTEL FSD, PAK

RESPONSIBILITIES:

- Responsible to supervise all pre-opening tasks of boutique hotel project from grey structure to finishing and its F&F and procurement.
- Ensured successful opening.
- Staff hiring, their development and SOP's
- Devised & Implemented Sales & Marketing Plans.
- Smooth & Proper Handover.

HOTEL MANAGER/DIRECTOR ROOMS (PRE-OPENING), DEC 2016 - AUG 2018
NISHAT HOTEL & PROPERTIES LAHORE - PAKISTAN

RESPONSIBILITIES & ACHIEVEMENTS:

- Responsible for overseeing all aspects of property management in accordance with company mission statement.
- Responsible for hiring, training and discipline of hotel staff.
- Implement company programs and manage the hotel operation consistently with local laws and regulation.
- Responsible for creating an operating environment that assures consistent guest satisfaction, monitor the performance of hotel through verification and analysis of hotel guest satisfaction system and financial reports.
- Responsible for establishing and maintaining proactive human resource functions to ensure employee motivation training and development.
- Execute marketing, sales and operational activities, producing results that meet or exceed the hotel business plan.
- Ensure good safety practices of employees and guests, assisting in the maintenance of proper emergency and secure procedures.
- Being director rooms, prime responsibility to ensure smooth operations of rooms division including guest services, reservation, health club, housekeeping, laundry and security.
- Responsible to manage profitable room business with cost effective approach without compromising guest satisfaction.
- Responsible to maintain consistent guest satisfaction index.
- Responsible for planning, directing, controlling, coordinating and practicing in all activities related to rooms division and ensure improvement in Rev-Par, hotel standards of rooms division operation and services are maintained for all operational component of business.
- Responsible for developing and implementing strategies to achieve goals for willingness to return customer comments index.

EAM HOTEL (Pre-Opening Member) SEP 2015 – DEC 2016
BEST WESTERN PREMIER FAISALABAD - PAKISTAN

RESPONSIBILITIES & ACHIEVEMENTS:

- Responsible for overseeing all aspects of property management in accordance with company mission statement.
- Responsible for hiring, training and discipline of hotel staff.
- Implement company programs and manage the hotel operation consistently with local laws and regulation.
- Responsible for creating an operating environment that assures consistent guest satisfaction, monitor the performance of hotel through verification and analysis of hotel guest satisfaction system and financial reports.
- Responsible for establishing and maintaining proactive human resource functions to ensure employee motivation training and development.
- Execute marketing, sales and operational activities, producing results that meet or exceed the hotel business plan.
- Ensure good safety practices of employees and guests, assisting in the maintenance of proper emergency and secure procedures.
- Achieved successful opening of hotel on time with 114 rooms, two restaurants and banquet of 700.
- Achieved all parameters and met standard to register hotel with Best Western International.
- Achieved higher room revenue as compare to set target for first 6 months of opening.
- Guest Loyalty by creating wow experience.
- Staff retention by creating friendly and supportive work culture.

FRONT OFFICE MANAGER SERENA HOTEL (PRE-OPENING), OCT 2011 – AUG 2015
DUSHANBE - TAJIKISTAN

RESPONSIBILITIES & ACHIEVEMENTS:

- Responsible for overseeing all aspects of front office, guest services, room inventory, reservation/revenue, OTA's smooth arrival, departures, guest transportation and guest feedback.
- Responsible to maintain consistent guest satisfaction index.
- Responsible to maintain close liaison with other departments e.g. housekeeping, F&B, maintenance to meet guest requirements.
- Responsible to handle all VIP's and Protocol guests e.g. Head of States, Diplomats, CEO's and Celebrities.
- Implement company programs and manage the hotel operation consistently with local laws and regulation.

- Responsible for creating an operating environment that assures consistent guest satisfaction, monitor the performance of rooms division through verification and analysis of hotel guest satisfaction system and financial reports.
- Responsible for establishing and maintaining proactive human resource functions to ensure employee motivation training and development.

MANAGER OPERATIONS ROOMS SERENA HOTELS, OCT 2008 – OCT 2011
FAISALABAD - PAKISTAN

RESPONSIBILITIES & ACHIEVEMENTS:

- Being manager operation rooms, prime responsibility to ensure smooth operations of rooms division including guest services, reservation, health club, housekeeping, laundry and security.
- Responsible to manage profitable room business with cost effective approach without compromising guest satisfaction.
- Responsible to maintain consistent guest satisfaction index.
- Responsible for planning, directing, controlling, coordinating and practicing in all activities related to rooms division and ensure improvement in Rev-Par, hotel standards of rooms division operation and services are maintained for all operational component of business.
- Responsible for developing and implementing strategies to achieve goals for willingness to return customer comments index.

GUEST SERVICES MANAGER SHERATON RIYADH SAUDI ARABIA – JAN 2003 – OCT 2008
RIYADH - SAUDIARABIA

RESPONSIBILITIES & ACHIEVEMENTS:

- Responsible for overseeing all aspects of front office, guest services, and smooth handling of arrival, departures, guest transportation and guest feedback.
- Responsible to maintain consistent guest satisfaction index.
- Responsible to maintain close liaison with other departments e.g. housekeeping, F&B, maintenance to meet guest requirements.
- Responsible to handle all VIP's and Protocol guests e.g. Head of States, Diplomats, CEO's
- Responsible to celebrate guest birthdays, anniversaries, courtesy calls and meet/greet.

SPECIAL ASSIGNMENTS

- **Project Advisor** 2022 for RUDA Govt of Punjab Lahore Pakistan upcoming 5 star hotel with 1252 rooms.
- **Hospitality Consultant** BCA Builders Islamabad 2022.
- **Pre-opening task force member** of Serena Hotel Dushanbe (Tajikistan) by Tourism Promotion Services South & Central Asia 2012-2013.
- **Pre-opening task force member** of Khaplu Palace by Serena Hotels (Pakistan) by Tourism Promotion Services South & Central Asia 2011
- Cross Exposure in Islamabad Serena Hotel in Rooms Division, Sales & Marketing Year 2009
- **Instructor** at College of Tourism & Hotel Management Lahore Pakistan 2016

Education

- **Master's degree in Business Administration - Marketing**, Punjab University, Lahore, Pakistan (2004), GPA – 3.54
- **Bachelor's degree in Commerce**, Punjab University – Lahore, Pakistan (2001), GPA – 3.18
- **Intermediate**, Faisalabad, Pakistan (1999)

Professional Development

CERTIFICATIONS:

- Oracle E-Commerce
- E-Marketing
- Hospitality Management,
- Train The Trainer
- Business Leadership
- Effective Communication
- Executive Development Program
- Creating Wow Experience
- Developing High Performance Work Culture
- Brand Culture
- Star Guest Response
- Fire & Safety (Starwood)
- SPR/First Aid by King Faisal Hospital Riyadh Saudi Arabia.

Personal Details

- Nationality: Pakistani
- Date of Birth: 01/04/1981
- Marital Status: Married
- Languages: Fluent in English, Urdu, Arabic & Hindi (Basic)